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SERVICE

USDA'S REPORT TO CONSUMERS

UNITED STATES DEPARTMENT OF AGRICULTURE OFFICE OF INFORMATION WASHINGTON, D.C. 20250

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CURRENT SERIAL RECORDS

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Thanksgiving Thought: America's Blessing of Abundance. What a contrast USDA's new "World Food Budget--1970" points up. In America, efficient farmers, plus scientific production and marketing systems, produce an abundance of wholesome food at prices which take the smallest share of take-home pay in the world. But 2/3 of the world's people live in countries where the average diets are nutritionally inadequate. World food supplies will fall \$6.8 billion short of the total needed for adequate diets in the developing countries by 1970.

Current diet-deficit areas are: All of Asia except Japan, all of the Middle East except Israel, all of Africa except the southern tip, almost all of Central America and the Caribbean, and the Northern part of South America. Although food production is just keeping ahead of population growth, some progress is expected in diets in these areas during this decade, largely the result of America's Food for Peace program.

Purpose of "World Food Budget--1970" study? To reveal opportunities for putting the agricultural abundance and technical skills Americans possess to more effective use. Copies of "The World Food Budget--1970--FAER-19" are available at 50¢ each from Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

USDA Proposes States Cooperate in Meat Inspection. To increase consumer protection, USDA has proposed cooperative State and Federal enforcement of Federal meat inspection regulations in states requesting it. Under the present law, only meat and meat products which move from one state to another, or to overseas markets must pass USDA inspection. Under the proposed amendment to the Federal Meat Inspection Regulation, Federal standards for sanitation and other inspection procedures would apply within cooperating states. These states would provide inspection under general USDA supervision. New York, Washington, Oregon, and Wyoming have asked for such a Federal-State cooperative program. Written views on the proposal may be submitted before December 29 to: Director, Meat Inspection Division, Agricultural Research Service, U.S. Department of Agriculture, Washington, D.C. 20250.



Food Stamp Help Expanded. The Food Stamp Program of the U.S. Department of Agriculture will be extended this fiscal year to a total of 41 States and the District of Columbia. It enables low-income families to obtain more and better food at regular retail stores through use of food coupons. Participation in 1965 is expected to reach 1 million. Ultimately, 4 million will be helped. The program has proved a successful stimulant for local businesses--especially in many communities which are most in need of stimulation. It also enlarges farmers' markets. State welfare departments have responsibility for certifying applicant households, and for issuing coupons.

SMART SHOPPER

How To Get Smart With A Tree. Before you buy your Christmas tree, run your fingers through the foliage to see if it feels fresh to your touch. No needles come off? Then give the tree a shake, and again check to see if any needles drop. If it passes both these tests, tap it on the ground to see if it still holds its needles as well, U.S. Department of Agriculture forest experts say. If the needles are turning brown, the tree has already dried out and will be a fire hazard. If you're economy minded, you might select a tree better developed on one side than the other. In a corner, it won't show anyway, and it may cost you less.

After you get your tree tussled home, store it in a cool, shady place with the butt end placed in water. Sprinkle the branches and foliage with water daily. Cutting the butt diagonally about an inch above the original cut will aid in the absorption of water. Then keep it standing in a container of water which you refill daily, so it will stay fresh.

Turkey Time Tips. Worried how big a bird to buy? Allow 3/4 to 1 pound per person if your bird weighs less than 12 pounds; allow 1/2 to 3/4 pounds per person if it weighs 12 pounds or over. When you shop, look for the round USDA inspection mark to be sure the bird is wholesome. Look for the USDA grade shield to indicate quality. Turkeys best suited for roasting will carry the word "young" on the label. If you select frozen birds, be sure the wrappers are not torn or broken. For more tips on shopping, preparation, and cooking to party-perfection, send post card for "Turkey on the Table the Year Round--HG-45" to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

Plan Around Plentiful Foods. If you're cost and quality conscious, then plan a number of meals around foods on the USDA December Plentiful Foods list. There's quite a variety. Featured are turkeys, peanuts and peanut products. Other plentifuls are apples, red tart cherries, cranberries, canned ripe olives, broiler-fryers, and beef. Plentiful foods are at the peak of quality and generally favorably priced. Latest estimates indicate the 1964 turkey crop will be the second largest in history--second only to 1961.

Be A Better Butter Buyer. Holiday baking time is here--so know your butter. It's easy to compare quality and price when you shop by U.S. grades. U.S. Grade AA butter must have a fine, highly pleasing aroma, and a delicate sweet flavor. It is made from high quality fresh sweet cream. U.S. Grade A butter is also made from sweet cream and possesses a pleasing and desirable flavor. Although it rates second to the top grade, it will satisfy even discriminating consumers. U.S. Grade B butter is generally manufactured from selected sour cream. It is readily acceptable to many consumers though it lacks the fine fresh flavor of the top two grades.

Look for Lower Egg and Turkey Prices. Counting 1965 egg and turkey crops before they're hatched, U.S. Department of Agriculture marketing experts predict increased production in 1965--and a likely decline in consumer prices. Egg prices during the last half of 1965 are expected to be significantly lower than 1964's second half. In fact, the increased egg production in 1965 is expected to interrupt the downward trend in the number of eggs Americans eat every year. The average each person ate declined from 393 eggs in 1951 to 315 in 1963, even though retail prices were down 25 percent and take-home pay was up 44 percent in 1963. In 1964? We're expected to eat even fewer--only about 314 eggs.

NEW PUBLICATIONS

How Much Space for Dining? Wonder how much dining space to allow for comfort and easy serving when you remodel your kitchen, or build? Between the table and a wall, or another piece of furniture, allow at least 3 feet. Then, there'll be room to walk even when someone is seated at the table, U.S. Department of Agriculture housing specialists recommend. Their new planning guide for dining areas gives you ideas for convenient dining arrangements in the kitchen, in the "L" off the living room, as well as on a porch or patio. For "Dining Areas--MP-960" send post card to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

Clues for a Cleaner Wash. Laundry can be such a puzzle. So many new fabrics! So many new wash-day products! So many new water and temperature possibilities with washers and dryers! But here's help. A complete guide for lily-white laundry in the least time and effort has just been compiled by USDA specialists. For example: They say the answer to that every-time problem of how much detergent, bleach, or water softener to use depends largely on how many gallons of water your washer holds. Check your instruction book, or ask the appliance dealer. Or measure it yourself. Then you can add the right proportion. For a copy of "Home Laundering: The Equipment and the Job--HG-101" send post card to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

Consumer Outlook. What's in store for consumers in 1965 in the way of expenditures, education, housing, household equipment, food and clothing, is being reported at the U.S. Department of Agriculture's 42nd Annual National Agricultural Outlook Conference in Washington this month. Highlights will be reported in the December issue of SERVICE.

FOOD

The Unnecessary Pill Bill. Uncertainty or anxiety about food and health leads Americans to spend over \$5 million a year for vitamin and mineral capsules, pills, and other food supplements. Yet, dietary studies show repeatedly that people do not always need greater amounts of vitamins, minerals, or other nutrients than their daily food intake supplies, U.S. Department of Agriculture nutritionists report. People also often misjudge what they need in a vitamin or mineral supplement.

The Five Ton Secret. It was a little like looking for a needle in a hay stack. But to learn the secret of celery's delicate flavor for use in the expanding convenience food industry, U.S. Department of Agriculture researchers crunched their way through 5 tons of celery--all to extract 10 drops of concentrate. In that, they found 58 different compounds--6 important to flavor.

Milk Important At All Ages. Unless milk in some form is a part of your day's food, there's a good chance you won't get enough calcium and perhaps riboflavin--two of the nutrients you need your entire life, U.S. Department of Agriculture food nutritionists say. Milk also furnishes other minerals and vitamins, high-quality proteins, fats and sugars. Children should get 1-1/2 pints to 1 quart; teenagers 1 quart or more, and adults of all ages a pint or more. If it's hard for you to drink that much, use more cheese products, flavored milk beverages, soups, casseroles, sauces, or creamed vegetables.

PROGRAM AIDS

Want to Know How USDA Meat Grades Can Help You Shop? How they help you compare price and quality? How they can guide you to the proper cooking method? Available for club or community programs is USDA Beef Marketing Expert Kay Nawn with her 30-minute illustrated tip-talk on "When It's Your Turn At the Meat Counter." To schedule her lecture (no charge) write Livestock Division, Agricultural Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250.

How You Can Help More Kids To A Good Lunch. Is your club or your community interested in helping the children in your schools have a nutritious hot noon lunch for an average of only 27 cents a day? A new slide set and filmstrip from USDA tells how the National School Lunch Program operates, what you can do to start one in your community, or--if you already have one--how to encourage more children to switch from snacks to the nutritious noon day meal. Right now 6.5 million children don't have a chance for this noontime bargain because there's no National School Lunch Program in their school. What about your schools? To order the slide set "It Happens Every Noon" (15 minute length) send \$5.50 to Photography Division, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. For filmstrip, send \$5 to Photo Lab Inc., 3825 Georgia Avenue, N.W., Washington, D.C. (Narrative is included)

NEW PRODUCTS

Shrinkproof Sweaters: They Wash Without Worry. Easy-care all wool sweaters you can just toss into your washer without danger of shrinking or matting will be on the market soon. Three textile mills already are producing yarn for sweaters and other knitted garments using the WURLAN shrink-proofing treatment developed by the U.S. Department of Agriculture. They have the look and feel of natural wool--but the easy-care qualities of synthetics. Indications are excellent, USDA says, that the WURLAN treatment will help wool regain its former high place in the textile market--just as USDA-developed wash-and-wear cotton fabrics are doing for cotton. USDA-developed processes are available without charge to industry.

SERVICE is a monthly newsletter of consumer interest. It is designed for those who report to the individual consumer, rather than for mass distribution. For information about items in this issue, write Betty Bay, Editor, SERVICE, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250